



Tech G - Shanghai International Consumer Electronics Show Sponsorship

SHANGHAI, CHINA
January 13-15, 2022



01

Onsite AD

02

Print AD

03

Newsletter and WeChat AD

04

Conferences & Activities Sponsorship

05

Social Media AD

06

Advanced AD

Onsite AD



A1 Entrance Square AD Board

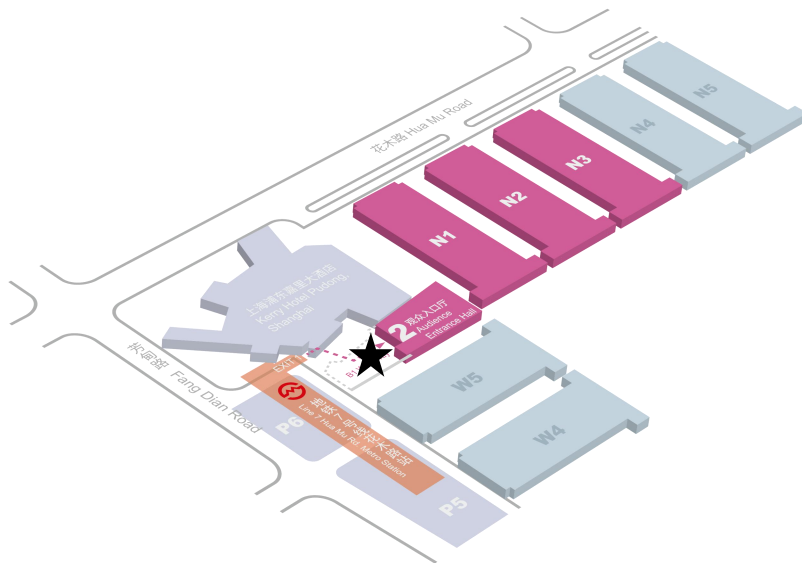
Location: North Plaza

Size: 8mLx5mH

Material: PVC Banner + Metal Truss

Availability: up to 4

Price: ¥ 40,000/each





A2 Banner on Outdoor Fence

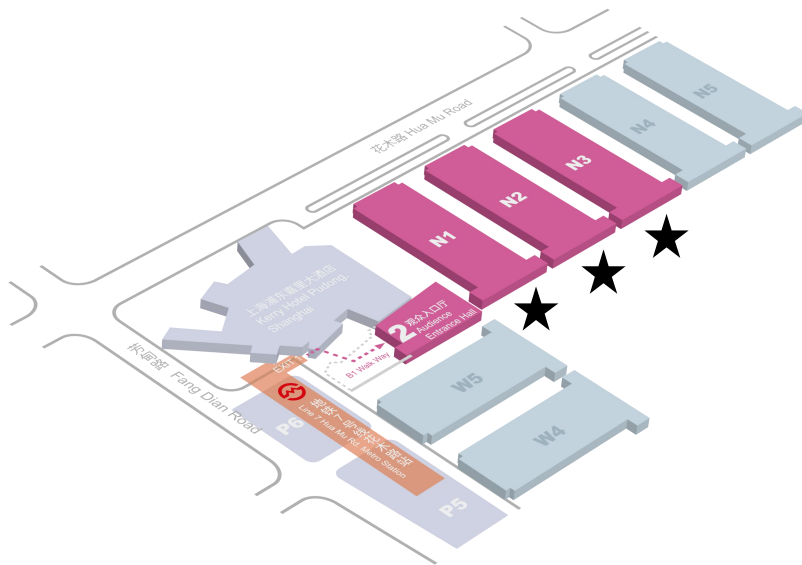
Location: SNIEC Inner Plaza, front of Hall N1 to N3

Size: 3mLx1.2mH

Material: PVC Banner

Availability: Depends on the final outdoor layout

Price: ¥ 3,000/each





A4 Hanging banner

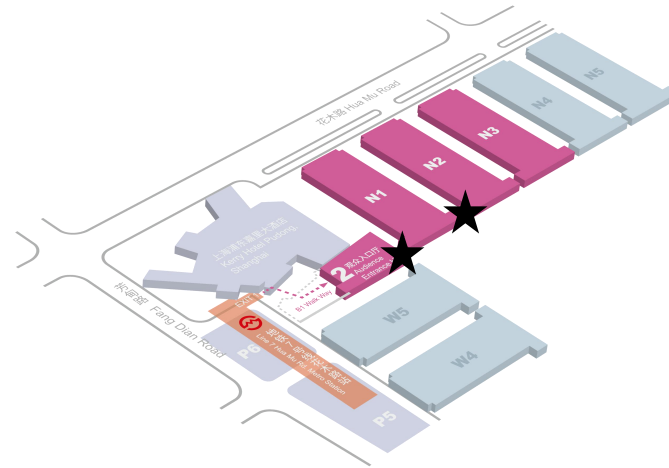
Location: Between Registration Hall 2 and Hall N1

Size: 5mLx1.2mH/side, 2 sides

Material: PVC Banner

Availability: 5 banners

Price: ¥ 43,000 / 5 banners



Location: Between Hall N1-N2

Size: 5mLx1.2mH/side, 2 sides

Material: PVC Banner

Availability: 10 banners

Price: ¥ 66,000 / 10 banners



A5 Mobile Charger Rental Station-Brand Sponsorship

Location: In The Exhibition Halls & Kerry Hotel

The organizer provides mobile charging equipment and construction, sponsor brand exposed

Price: ¥ 10,000 /each



A6 Mobile Charging Rental Station-Technical Support

Location: In The Exhibition Halls & Kerry Hotel

The sponsor provides a mobile charger, placed in a designated location, and brand exposure

Price: ¥ 8,000 /each



A7 Outdoor triangle AD board

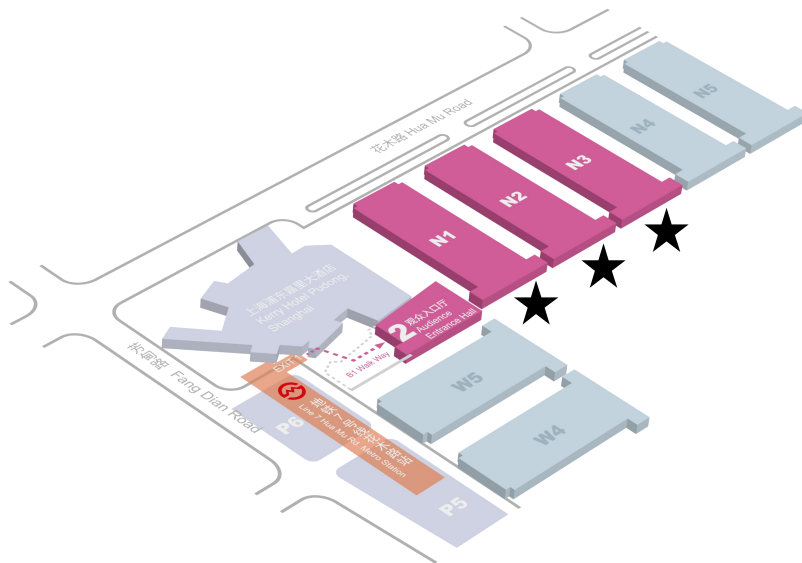
Location: SNIEC Inner Plaza, front of Halls N1 - N3

Size: 4mLx5mH/side, 3 sides

Material: PVC Banner + Metal Truss

Availability: up to 4 boards /hall

Price: ¥ 50,000 / each





A8 Sticker on the glass wall

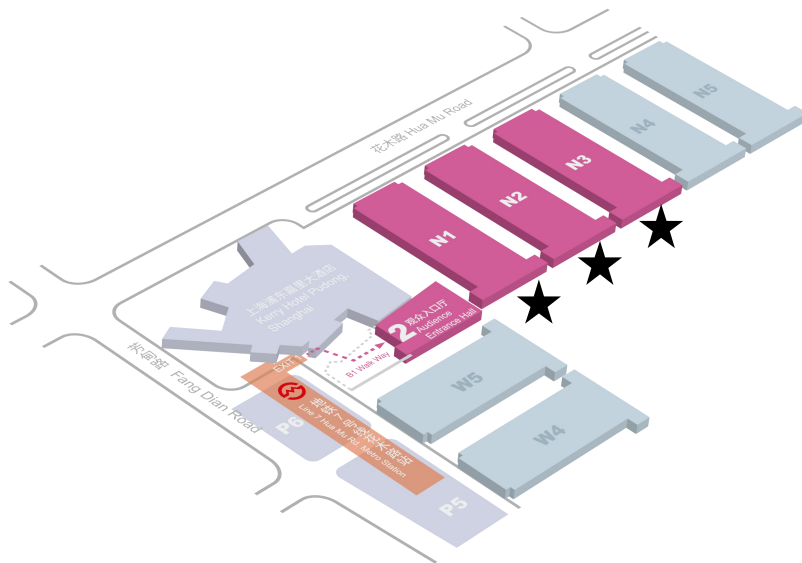
Location: Hall N1 to N3, facing the inner square

Size: 45mLx7.2mH

Material: Mesh Sticker Printing

Availability: up to 3 lumps

Price: ¥ 400,000 /each





A9 Sticker on the glass wall

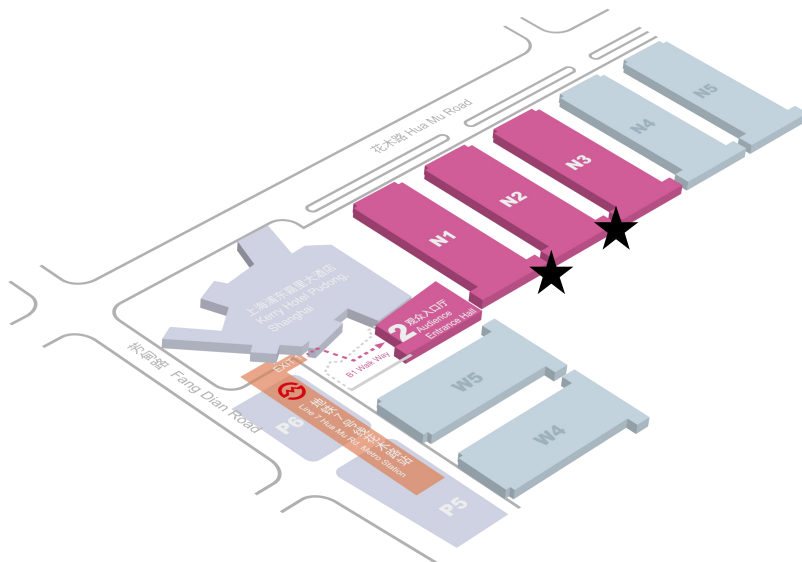
Location: between Hall N1 &N2, Hall N2 & N3

Size: 30mLx5mH

Material: Mesh Sticker Printing

Availability: up to 2 lumps

Price: ¥ 200,000 /each





A10 Badge Recycling Box AD

Location: In the audience entrance hall, sponsor LOGO appears on the back panel

Size: 1mLx2.5mH

Availability: 1

Price: ¥ 5000/each

Print AD



B1 Badge Lanyards+ Badge AD

Availability: 10,000

Price: ¥150,000 (Including production and distribution costs)

* The sling can only show anti-white patterns or words



B2 Show bags

Availability: 10,000

Price: ¥120,000 (Including production and distribution costs)

* The above picture is for reference only



B4 Show Directory

As an important business information of the exhibition, the Show Directory is a must-read publication for exhibitors and professional visitors. Sponsoring company' s info will be included on the inside page of the exhibition.

Availability: 5,000
Price: ¥ 8,000/Page

Newsletter and WeChat AD



B3 Newsletter and WeChat

The exhibition will push the latest information to attendees in the form of e-mail and WeChat. Sponsors need to provide Chinese and English introductions within 50 words, include promotional pictures and links.

Price: ¥ 12,000

Conferences & Activities Sponsorship

The details of conference sponsorship may vary from conference to conference, please contact us if you are interested

Conferences & Activities Sponsorship



B6 Coffee Break(Exclusive)

Sponsors can put a desktop thank you card and promotional materials at the coffee break in the on-site meeting room of SNIEC



B7 Conference Sponsorship

The sponsor's exposed position includes: roll-up banner; video advertisement before the meeting; single page leaflet on the desktop (all materials need to be brought by yourself)

*Each conference accepts at most two corporate sponsorships

Conferences & Activities Sponsorship



B8 Title sponsorship of thematic conferences

co-organize the meeting with the sponsor, and the sponsor will name the meeting. The content of a single conference needs to be reviewed by the organizer, and the content can include industry trends, technical discussions, and so on.



B11 Speaker Gift Sponsorship

During the same period of the Tech G conference, a total of 200 gifts will be provided to all speakers. The gifts must be printed with the exhibition logo. The sponsor will be responsible for the cost of gift production, logistics, customs clearance, etc..



B12 VIP Lounge Sponsorship

During the Tech G conference, a lounge will be provided for about 200 speakers, and sponsors can set the stand and promotional materials in the lounge. All material related expenses shall be provided by the sponsor.

Social Media AD

If interested, please call for inquiry.



B9 Self-media Video Cooperation

Brand promotion through social media video platform, during and after the exhibition (Tik Tok, Kwai, Bilibili. etc.)



B10 Video Services such as pre-show prospecting

The exhibition premise at various stages of the production of various product reviews of exhibitors, company visits, booth visits in advance and other video publicity services, release platform: different online platform channels.



D2 Official Live Interview Sponsorship

Advanced AD



B13 Brand Promotion Day Sponsor

The day will be chosen by the sponsor as the "brand promotion day". During the promotion day, the organizer will release the sponsor's product promotion materials through the official WeChat public number, applet and microblogging platform, and hold a lucky draw on the promotion day, with prizes provided by the exhibitors. If the sponsor's designated promotion day falls within the exhibition period, the relevant push will not be listed as the first entry.

Price: ¥ 30,000



B5 Tech G 2021 Innovation Awards Showcase (Exclusive)

Tech G will set up an official Innovation Award exhibition area, where all winning products will be displayed and sponsors will be able to show their brands in the exhibition area.

*The sponsor of this project must be a non-participating company.

Price: ¥ 50,000



G1 High-speed Railway AD

The sponsor's advertising content will be displayed on the LED screens of specific high-speed railway stations, and its specific form, frequency and location will vary with the high-speed railway stations.

Time: Oct.11 - Oct.17, 2021

City Site	Media	Form	Frequency	Availability	Size	Regular price	Tech G Cooperation price
Shanghai Hongqiao Railway Station	LED	picture	5sec, 120times/day	40sides	100inch, 28sides 108inch, 12sides	280,000	¥ 50,000/week
Beijing South Railway Station	LED	picture	5sec, 120times/day	48sides	Arrival Gate LED: 108inch, 24set, Double sided	280,000	¥ 50,000/week
Shenzhen North Station	LED	video	5sec, 120times/day	38sides	105inch	220,000	¥ 50,000/week



G2 Drone AD

The company's promotional content will be displayed on the Bund in Shanghai by flying a combination of drone arrangements.

Form: A drone picture

Duration: about 2 minutes

Note: A complete drone show lasts about 15 minutes and contains about 7 pictures in total. The screens displayed at the same time as your company's content may be other industry content, please be aware.

Site	Drone Quantity	Regular Price (RMB)	Tech G Cooperation Price (RMB)
Shanghai Bund	500	570,000	180,000



High-speed Railway AD + Drone AD package

1 High-speed Railway Station + 1 Drone Picture = Regular Price ¥850,000

Tech G Cooperation Price: ¥200,000



Official website homepage sponsored logo wall

Sponsor or purchase more than ¥100,000 (including ¥100,000) to get the opportunity to display the sponsored logo wall on the official website homepage.